

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### BMK 3154 – SEMINAR IN WEB MARKETING

( All sections / Groups )

03 MARCH 2018  
9.00 a.m – 11.00 a.m  
( 2 Hours )

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

**Answer ALL questions.**

**Each question carries equal marks. (Total 100 marks)**

**Question 1**

The Internet is a great information equalizer. What does that mean for firms involved in e-commerce?

(20 marks)

**Question 2**

There are several attributes of the internet that may allow for cost savings online. Define **FIVE (5)** of them with appropriate examples.

(20 marks)

**Question 3**

How does the internet add value to the marketing communications function? Describe at least **FIVE (5)** ways with their examples.

(20 marks)

**Question 4**

Explain how the AIDA ("think, feel, do") hierarchy of effects model helps the marketers to strategise a greater marketing effort on the internet.

(20 marks)

**Question 5**

By illustrating a proper diagram, explain what are the **THREE (3)** pillars of relationship marketing.

(20 marks)

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